

## AMENDMENTS TO THE CLAIMS

- 1-2. (Cancelled)
3. (Previously Presented) A method, comprising:  
prior to a live, in-person auction,  
establishing a starting bid for an item in an online environment by performing an  
interactive pre-auction bidding process in the online environment for a  
predetermined amount of time, the pre-auction bidding process including  
communicating the item to online users,  
receiving bids for the item from online bidders, and  
choosing as the starting bid a highest bid from the bids received;  
communicating the starting bid for the item to the live, in-person auction; and  
during the live, in-person auction,  
updating bidding information associated with the item in the online environment  
to reflect a current bid associated with the item in the live, in-person  
auction,  
accepting a bid from an online bidder in the online environment reflecting the  
online bidder's maximum proxy price, and  
bidding on behalf of the online bidder against one or more live bidders that are  
participating in the live, in-person auction based upon the maximum proxy  
price.
4. (Previously Presented) A method, comprising:  
prior to a live, in-person auction, establishing a starting bid for an item in an  
online environment by performing an interactive pre-auction bidding  
process in the online environment for a predetermined amount of time, the  
pre-auction bidding process including

communicating the item to online users,  
receiving bids for the item from online bidders, and  
choosing as the starting bid a highest bid from the bids received;  
communicating the starting bid for the item to the live, in-person auction; and  
performing the live, in-person auction.

5. (Previously Presented) A system, comprising:

a storage device having stored therein a one or more routines for integrating an  
online bidding process with a live, in-person auction; and  
a processor coupled to the storage device, the processor to execute the one or  
more routines to provide feedback to online bidders in an online  
environment during the live, in-person auction and serve as a proxy bidder  
for the online bidders, where:

prior to the live, in-person auction, a starting bid is established for an item  
in the online environment by performing an interactive pre-auction  
bidding process in the online environment for a predetermined  
amount of time, the pre-auction bidding process including  
communicating the item to online users,  
receiving bids for the item from online bidders, and  
choosing as the starting bid a highest bid from the bids received,  
communicating the starting bid for the item to the live, in-person auction,  
during the live, in-person auction, feedback is provided to the online  
bidders by updating bidding information associated with the item  
in the online environment to reflect a current bid associated with  
the item during the live, in-person auction, and  
proxy bidding is accomplished by accepting a bid from one or more of the

online bidders reflecting the online bidders' maximum proxy price,  
and

bidding on behalf of the one or more online bidders against one or  
more live bidders participating in the live, in-person  
auction based upon the maximum proxy price.

6. (Previously Presented) A machine-readable medium having stored thereon data representing sets of instructions which, when executed by a machine, cause the machine to:  
prior to a live, in-person auction,  
establish a starting bid for an item in an online environment by performing an  
interactive pre-auction bidding process in the online environment for a  
predetermined amount of time, the pre-auction bidding process including  
communicating the item to online users,  
receiving bids for the item from online bidders, and  
choosing as the starting bid a highest bid from the bids received;  
communicate the starting bid for the item to the live, in-person auction; and  
during the live, in-person auction,  
update bidding information associated with the item in the online environment to  
reflect a current bid associated with the item in the live, in-person auction,  
accept a bid from an online bidder in the online environment reflecting the online  
bidder's maximum proxy price, and  
bid on behalf of the online bidder against one or more live bidders that are  
participating in the live, in-person auction based upon the maximum proxy  
price.

7. (Previously Presented) The method of claim 3, wherein the communicating of the item to the online users comprises providing access to catalog information for items available in the live, in-person auction, to enable the online users to perform one or more of the following: search the catalog information for the item, view the item, and bid on the item during the pre-auction bidding process.
8. (Previously Presented) The method of claim 3, further comprising providing the online users with an audio webcast of the live, in-person auction.
9. (Previously Presented) The method of claim 3, further comprising providing the online users with a video webcast of the live, in-person auction.
10. (Previously Presented) The method of claim 4, wherein the performing of the live, in-person auction further comprises:
  - updating bidding information associated with the item in the online environment to reflect a current bid associated with the item in the live, in-person auction,
  - accepting a bid from an online bidder in the online environment reflecting the online bidder's maximum proxy price, and
  - bidding on behalf of the online bidder against one or more live bidders that are participating in the live, in-person auction based upon the maximum proxy price.
11. (Previously Presented) The method of claim 4, wherein the communicating of the item to the online users comprises providing access to catalog information for items available in the live, in-person auction, to enable the online users to perform one or more of the following: search the catalog information for the item, view the item, and bid on the item during the pre-auction bidding process.

12. (Previously Presented) The method of claim 4, further comprising providing the online users with an audio webcast or a video webcast of the live, in-person auction.
13. (Previously Presented) The system of claim 5, wherein the processor is further to provide access to catalog information for items available in the live, in-person auction, to enable the online users to perform one or more of the following: search the catalog information for the item, view the item, and bid on the item during the pre-auction bidding process.
14. (Previously Presented) The system of claim 5, wherein the bidding on behalf of the one or more online bidders comprises bidding the bid price for the item when an amount of the bid price exceeds the current bid for the item.
15. (Previously Presented) The machine-readable medium of claim 6, wherein the communicating of the item to the online users comprises providing access to catalog information for items available in the live, in-person auction, to enable the online users to perform one or more of the following: search the catalog information for the item, view the item, and bid on the item during the pre-auction bidding process.
16. (Previously Presented) The machine-readable medium of claim 6, wherein the sets of instructions, which when executed by the machine, further cause the machine to provide the online users with an audio webcast of the live, in-person auction.
17. (Previously Presented) The machine-readable medium of claim 6, wherein the sets of instructions, which when executed by the machine, further cause the machine to provide the online users with a video webcast of the live, in-person auction.

18. (Previously Presented) A machine-readable medium having stored thereon data representing sets of instructions which, when executed by a machine, cause the machine to:
- prior to a live, in-person auction, establish a starting bid for an item in an online environment by performing an interactive pre-auction bidding process in the online environment for a predetermined amount of time, the pre-auction bidding process including
- communicating the item to online users,
- receiving bids for the item from online bidders, and
- choosing as the starting bid a highest bid from the bids received;
- communicate the starting bid for the item to the live, in-person auction; and
- perform the live, in-person auction.
19. (Previously Presented) The machine-readable medium of claim 18, wherein the sets of instructions which, when executed by the machine, further cause the machine to:
- during the live, in-person auction, update bidding information associated with the item in the online environment to reflect a current bid associated with the item in the live, in-person auction,
- accept a bid from an online bidder in the online environment reflecting the online bidder's maximum proxy price, and
- bid on behalf of the online bidder against one or more live bidders that are participating in the live, in-person auction based upon the maximum proxy price.
20. (Previously Presented) The machine-readable medium of claim 18, wherein the communicating of the item to the online users comprises providing access to

catalog information for items available in the live, in-person auction, to enable the online users to perform one or more of the following: search the catalog information for the item, view the item, and bid on the item during the pre-auction bidding process.

21. (Previously Presented) The machine-readable medium of claim 18, wherein the sets of instructions which, when executed by the machine, further cause the machine to provide the online users with an audio webcast or a video webcast of the live, in-person auction.

22. (Previously Presented) A system, comprising:  
a storage medium; and  
a processor coupled to the storage medium, the processor to  
prior to a live, in-person auction, establish a starting bid for an item in an online environment by performing an interactive pre-auction bidding process in the online environment for a predetermined amount of time, the pre-auction bidding process including  
communicating the item to online users,  
receiving bids for the item from online bidders, and  
choosing as the starting bid a highest bid from the bids received,  
communicate the starting bid for the item to the live, in-person auction, and  
perform the live, in-person auction.

23. (Previously Presented) The system of claim 22, wherein the processor is further to:  
during the live, in-person auction, updating bidding information associated with the item in the online environment to reflect a current bid associated with the item in the live, in-person auction;

accepting a bid from an online bidder in the online environment reflecting the  
online bidder's maximum proxy price; and  
bidding on behalf of the online bidder against one or more live bidders that are  
participating in the live, in-person auction based upon the maximum proxy  
price.

24. (Previously Presented) The system of claim 22, wherein the communicating of the  
item to the online users comprises providing access to catalog information for  
items available in the live, in-person auction, to enable the online users to perform  
one or more of the following: search the catalog information for the item, view  
the item, and bid on the item during the pre-auction bidding process.